

Message Text

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TAGS: OVIP, ETRD, BR

SUBJECT: DEPUTY ASSISTANT SECRETARY OF COMMERCE CHARLES W.
HOSTLER'S VISIT TO SAO PAULOS, JULY 11 AND 12.

BEGIN SUMMARY: BUREAU OF INTERNATIONAL COMMERCE DIRECTOR DE-
PUTY ASSISTANT SECRETARY OF COMMERCE CHARLES W. HOSTLER WO-
UND UP HIS LATIN AMERICAN TOUR AS A MEMBER OF UNDER SECRE-
TARY ROBINSON'S TRADE CONSULTATIVE GROUP BY VISITING SAO PAU-
LO FOR TWO DAYS TO APPRAISE AT FIRST-HAND LATIN AMERICA'S
MOST DYNAMIC MARKET AND TO EXPLORE NEW AVENUES FOR COMMERCE-
SPONSORED TRADE PROMOTION ACTIVITIES. CONSULATE GENERAL OFFI-
CERS AND DIRECTORS OF U.S. CHAMBER OF COMMERCE WITH WHOM
HE MET GREATLY APPRECIATED APPORTUNITY DR. HOSTLER'S VISIT
AFFORDED FOR EXCHANGE OF VIEWS ON BRAZILIAN TRADE OUTLOOK
AND VIABILITY OF PROPOSED SAO PAULO TRADE CENTER.

END SUMMARY.

1. DR. HOSTLER VISITED SITES REPRESENTING HALF A DOZEN DIFFE-
RENT OPTIONS FOR THE PROPOSED SAO PAULO TRADE CENTER WHICH,
IN PRACTICE, WILL BE A REGIONAL CENTER IN EVERY SENSE, DRA-
WING NOT ONLY FROM ALL OF INDUSTRIAL BRAZIL, BUT ALSO FROM
NEIGHBORING COUNTRIES. WE EMPHASIZED SITES FOR A PERMANENT
TRADE CENTER, WHICH IS BY FAR THE MOST DESIRABLE APPROACH TO
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THIS ATTRACTIVE MARKET, BUT SHOWED HIM AS WELL MUNICIPAL

GOVERNMENT-CONTROLLED FACILITIES AT ANHEMBI AND IBIRAPUERA. THE LATTER WAS OUR CHOICE FOR THE FALL-BACK CONCEPT DESCRIBED IN SAO PAULO 700 WHICH HAD ATTRACTED HIS ATTENTION WHEN THE PROPOSAL OF A PERMANENT CENTER WAS MORE UNCERTAIN.

2. DR. HOSTLER WELL UNDERSTOOD THE DIFFICULTIES OF SITE LOCATION IN SAO PAULO: VERTIGINOUS PRICES FOR REAL ESTATE THAT CONTINUE THEIR UPWARD SPIRAL AS THEY HAVE FOR THE PAST DECADE, AND THE PAUCITY OF EXISTING OFFICE SPACE SUITABLE FOR A CENTER. IN FACT, SINCE DR. HOSTLER'S VISIT, WE HAVE HAD TO ELIMINATE SEVERAL OF THE OFFICE SITES SHOWN HIM BECAUSE WE HAVE SUBSEQUENTLY LEARNED THAT FLOOR WEIGHT LIMITS ARE INADEQUATE. STILL, DR. HOSTLER SAW THAT THERE ARE SOUND AND - FOR SAO PAULO - ECONOMICAL OPTIONS OPEN, AND THE POST WILL BE DISCUSSING THESE WITH COMMERCE ON THE TECHNICAL LEVEL IN THE WEEKS AHEAD.

3. DR. HOSTLER WAS GUEST OF HONOR AT A SMALL BUSINESS LUNCHEON HOSTED BY THE DIRECTORS OF THE AMERICAN CHAMBER OF COMMERCE OF SAO PAULO, WHICH FOLLOWED AN AUDIO-VISUAL PRESENTATION THE CHAMBER PRESENTED AT THE FIRST INTERNATIONAL SEMINAR ON INVESTMENTS IN BRAZIL HELD AT SALSBURG AUTRIA LAST MAY. HE BRIEFED THE CHAMBER DIRECTORS ON THE PLANS FOR DEPARTMENTS OF COMMERCE TRADE PROMOTION PROGRAMS, WITH EMPHASIS ON BRAZIL AND THE NEW PLANS FOR SAO PAULO.

4. ALL IN ALL, DR. HOSTLER'S VISIT, HOWEVER BRIEF, WAS VERY USEFUL AND INFORMATIVE BOTH TO THE CONSULATE GENERAL AND TO THE SAO PAULO CHAMBER DIRECTORS WHO REPRESENT NEARLY 2,000 MEMBERS.
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